

## THE CLAIMS

1. (Currently amended) A method supporting communication of activity information to enable media programming, the method comprising:

receiving, via a communication network, at least one notification of a user request for consumption of media, each of the at least one notification comprising information related to the request;

calculating at least one statistic, using the information related to the request;

identifying additional media for consumption by the user using the at least one statistic;

scheduling the identified additional media according to the at least one statistic, for consumption by the user via the communication network; and

updating a user interface with the scheduled identified additional media.

2. (Previously presented) The method of claim 1 wherein the information comprises one or more of an Internet protocol (IP) address, a media access control (MAC) address, an electronic serial number (ESN), a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and/or a user identifier.

3. (Previously presented) The method of claim 1 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

4. (Original) The method of claim 1 wherein the communication network is the Internet.

5. (Previously presented) The method of claim 1 wherein the media comprises one or more of audio, a still image, video, real time video, and/or data.

6. (Previously presented) The method of claim 1 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

7. (Previously presented) The method of claim 1 wherein one or more of the calculating, identifying, scheduling, and/or updating is performed on a periodic basis.

8. (Original) The method of claim 1 wherein the at least one statistic is a ranking of the relative frequency of consumption of media.

9. (Currently amended) A method supporting communication of activity information to enable media programming, the method comprising:

receiving, via a communication network, at least one notification of a user request for consumption of media, each of the at least one notification comprising information related to the request;

calculating at least one statistic, using the information related to the request;

identifying additional media for consumption by the user using the at least one statistic;

scheduling the identified additional media according to the at least one statistic for consumption by the user; and

communicating one or both of the identified additional media and/or the at least one statistic to a provider of the media, via the communication network.

10. (Previously presented) The method of claim 9 wherein the information related to the request comprises one or more of an Internet protocol (IP) address, a media access control (MAC) address, an electronic serial number (ESN), a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and/or a user identifier.

11. (Previously presented) The method of claim 9 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

12. (Original) The method of claim 9 wherein the communication network is the Internet.

13. (Previously presented) The method of claim 9 wherein the media comprises one or more of audio, a still image, video, real time video, and/or data.

14. (Previously presented) The method of claim 9 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

15. (Previously presented) The method of claim 9 wherein one or more of the calculating, identifying, and/or communicating is performed on a periodic basis.

16. (Original) The method of claim 9 wherein the at least one statistic is a ranking of the relative frequency of consumption of media.

17. (Previously presented) A system supporting communication of activity information to enable media programming, the system comprising:

a television display;

a storage for storing media, the storage having an associated network address;

a user interface accessible via the television display, the user interface supporting the selection of media for consumption;

set top box circuitry communicatively coupling the storage to a communication network to support consumption of the selected media; and

server software that receives, via the communication network, a notification comprising at least one of the associated network address and information related to the media selected for consumption by a user, and responds by calculating at least one statistic, identifying additional media for consumption by the user using the at least one statistic, and scheduling availability of the identified additional media according to the at least one statistic.

18. (Previously presented) The system of claim 17 wherein the media comprises one or more of audio, a still image, video, real time video, and/or data.

19. (Previously presented) The system of claim 17 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

20. (Previously presented) The system of claim 17 wherein the associated network address is one of an Internet protocol (IP) address, a media access control (MAC) address, or an electronic serial number (ESN).

21. (Previously presented) The system of claim 17 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

22. (Previously presented) The system of claim 17 wherein the information related to media selected for consumption comprises one or more of a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and/or a user identifier.

23. (Original) The method of claim 17 wherein the at least one statistic is a ranking of the relative frequency of consumption of media.

24. (Canceled)

25. (Previously presented) The system of claim 17 wherein the server software performs the scheduling of the availability of media on a periodic basis.

26. (Previously presented) The system of claim 17 wherein the server software shares, with a third party, the at least one statistic.

27. (Previously presented) A system supporting communication of activity information to enable media programming, the system comprising:

set top box circuitry communicatively coupled to a communication network to support consumption of media; and

software that receives, via the communication network, a notification of a user request for consumption of media, wherein the notification comprises information related to the request, wherein the software also calculates a statistic using the information related to the request, identifies additional media for consumption by the user using the statistic, and schedules availability of the identified additional media according to the statistic.

28 (Previously presented) The system of claim 27 wherein the media comprises one or more of audio, a still image, video, real time video, and/or data.

29. (Previously presented) The system of claim 27 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

30. (Previously presented) The system of claim 27 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

31. (Previously presented) The system of claim 27 wherein the information related to media selected for consumption comprises one or more of a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and/or a user identifier.

32. (Previously presented) The method of claim 27 wherein the statistic is a ranking of the relative frequency of consumption of media.

33. (Previously presented) The system of claim 27 wherein the software performs the scheduling of the availability of media on a periodic basis.

34. (Previously presented) The system of claim 27 wherein the software shares, with a third party, the at least one statistic.

35. (Previously presented) The system of claim 27 wherein the software comprises server software.